WEEKLY REVIEW

The Story of a Great Success.--Continued

¶ First big week succeeded by another big week, maintaining a gain of practically 100 per cent over corresponding week of last year.

¶ G. B. Salesmen, with G.-B. Calendars for 1910, annihilate competition.

¶ Third week promises to surpass great record of first two weeks.

¶ Canada leads with largest and most important order to date for G.-B. Co., beating our three chief competitors.

¶ Enthusiastic G.-B. Salesmen tell of their triumphs.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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Our Grand Start

Who could have predicted eighteen months ago, when the G.-B. Co. was organized, that in such a short time we would be doing a business that will compare favorably with the houses which have been in business for from ten to twenty years, and successful houses at that, too? We do not mean to intimate that we are actually doing more business than any other calendar house—that would be expecting too much, for while we have a splendid sales force, after all it is not a trained force. Our men who were with us last year are all doing a better business than they did then, and next year they will do still better. There are also a number of new men who are doing splendid work, and next year they will do better. We are growing, and are sure to continue to grow.

Wherever G.-B. calendars have been sold the salesmen find themselves among friends. Last year when they started out they were met with "Who are the G.-B. Co.? Never heard of them." If the salesman was a good one they soon found out about them, and we did an enormous business, circumstances considered. Of course, the other fellows "knocked," and said that we could not deliver the goods, and in a good many instances frightened our customers and prospective customers. But, now that the goods have been delivered, and they have been proven far better than the samples, the G.-B. salesman is finding it easy work. Of course, there were some sections in which we were not well represented last year, and in those sections the salesman has got to introduce himself and the house, but he ought to have less trouble in introducing himself this year than the salesman who started out last year. You can go out with a feeling of confidence that whatever you may say about the goods and the house can easily be substantiated by actual demonstration.

We have finally received full reports from our first week's business, the week ending Jan. 2nd, which is really only a part of a week at that, for with a few exceptions, nobody attempted to do anything on New Year's Day. Last year quite a number of the boys began working right after Christmas, and put in a full week beginning Dec. 30th. This year no one began until Dec. 28th. In spite of that fact we have made a gain of practically 100%, as stated in our previous issues of the Review. This gain comes largely from the individual salesmen. Last year we had two men who secured over $1000.00 each—Mr. T. R. Gerlach and Mr. K. H. Gerlach. This year we have four men, while there is a long list of men who did from $500.00 up. While the gain in sales is practically 100%, the gain in number of orders is only a little over 50%. Last year the average order amounted to $60.00 each. This year the average order amounts to $72.00 each, and it must be remembered that there were no startlingly large orders taken during the week. The way business has been coming in since then, the chances are the average will be increased rather then diminished. The record is certainly remarkable from every point of view. The stories of many of the individual successes have been told or will be told in another part of the Review. The comparative standing table will do the rest.

Second Week Bigger Still

If the week ending Jan. 2nd was a good one, the week ending Jan. 9th is even better, for our sales of the corresponding week of last year were larger, and it is mighty difficult to keep up the 100% increase. You all remember when the writer spoke of 100% increase at the Convention, that Mr. Gerlach corrected it to 50%. He did not want to call for impossibilities, and really 100% increase, considering the big business we did last year, was almost out of the question, yet the reports we have received to date indicate practically a 100% increase for the second week, and the business reported up to this writing, Wednesday morning, for the week beginning Jan. 11th, indi-

cates that we are going to have an even greater week to report than our second week. We wish that it were possible to give you the reports by days. In other words, we wish it were practicable to send you a Daily Review, for we believe that it could not fail to strengthen every one of you and make you better salesmen.

However, we are going to refer just briefly to the reports of a few of the men for the week ending Jan. 11th. We will say nothing about those who get from $300.00 to $500.00, but just mention a few of the more prominent ones. For instance, our friend Mr. Cies, with eleven orders, reports nearly $800.00; Mr. K. H. Gerlach had to give up work one day after selling a single order, but was still able to report nearly $1800.00 worth of business; Mr. T. R. Gerlach followed his tremendous first week with nearly $3000.00 worth of business, and it was divided up among twenty-seven orders, so there was no chance for any very large orders, although they averaged over $100.00 each; Mr. Lindsley followed up his splendid first week with nearly $800.00; Mr. Roberts who did not get into his field until the first of the week reported $1600.00 for seven days. We have not received his final reports for the week; Mr. Rowe, who lost several days the first week, made it up by sending in nearly $1000.00 his second week; Mr. Shimmin, who had four blank days the first week, sent in orders for five days the second week, and his sixth day's report is still missing, with over $1200.00 worth of business; poor John Dean Thompson, who left the Convention with a voice that could scarcely be heard, did not regain his vocal powers until the beginning of the second week, so he had nothing to report th first week; he made up for lost time as well as he could, however, by sending in over $900.00 worth of business.

Understand, that we have just referred to a few of the important reports we have received to date. There are others, and everything points to an increase of practically 100% for the second week.

Third Week Biggest of All

We have already begun to receive reports for the third week. Mr. T. R. Gerlach went out after his big last year's record. He met with disappointments, however, as is likely to be the case, not being able to see all the buyers he would like to. However, he secured eleven orders the first two days amounting to over $3100.00, which is not so "rotten" after all. We will all watch with great interest the results of his work the balance of the week. We had occasion to talk with Mr. K. H. Gerlach over the telephone Tuesday forenoon, and he reports over $900.00 worth of business up to that time. But the Gerlachs are not the only ones who are sending in business. We are getting it from all sources—nice big reports, and mighty few blank ones. From present in-indications we are going to show a total that has not been exceeded more than three or four times by any of the leading houses, and we will venture the assertion that there are not more than two houses in the business who will be able to show a better total for the month.

Doesn't this make you feel as though you were working for a successful concern? Doesn't it give you confidence to go out and attack any hostile prospect you are likely to meet. You have the ammunition, and you have the absolute knowledge that you have a house back of you that will deliver the goods.

Number of Orders.

Mr. T. R. Gerlach leads with 26 orders, which is nearly double the best record of anybody else; Mr. Fairbairn is No. 2 with 16; Mr. Lindsley secured 15, while Mr. Cies, Mr. Coleman, and Mr. Ungerer have 14 each.

We are not giving the standing on straight orders as this is rather a difficult proposition to handle, and we will, therefore, have to wait until the end of the Contest Period before we announce results. We might say, however, that it is gratifying to notice that a large proportion of the orders are straight orders. It you are taking mixed orders within the meaning expressed in connection with the contest you are not living up to your possibilities or securing the average kind of business.

Fewest Days Without Business.

In spite of the fact that January 1st was a Holiday there were quite a number of men who secured business on that day. These include Mr. Barber, Mr. Cies, Mr. Fairbairn, Mr. K. H. Gerlach, Mr. Parks and Mr. Woodman. Those who got business every other day include Mr. Beelman, Mr. Carter, Mr. Coleman, Mr. Fadely, Mr. A. E. Gerlach, Mr. T. R. Gerlach, Mr. Huffert, Mr. Lott, Mr. Lindsley, H. B. McDonald, Mr. Scott and Mr. F. A. Smith. While this is not a bad re-

cord for a starter it should show you men who did not get into the field or failed to secure business every day after you did get into the field, just what you are missing. The man who cannot get business every day is either lacking in salesmanship or generalship.

Canada to the Front

We are mighty glad to have an opportunity to announce breifly that Canada has secured its first good order for the G.-B. Co. for this year. We do not mean that they have secured only one order, but among the orders is one that is Canadian representatives. The buyer is probably the largest dealer in Real Estate in the Dominion of Canada. It is a concern that has branches all over the Dominion, and is one of the best known institutions across the border. For a number of years they have been buying of the Osborne Co. Last year they bought of Murphy, the subject being by Moran. Generally their method is to select the subject without reference to the price. Heretofore the representatives of the other companies just referred to have been able to get a decision on their subjects. This year the decision came to the G.-B. Co. with that masterpiece by Thos. Moran, "An English Fishing Village." In the styles selected the number of calendars they buy made the order run into more money than they wanted to pay. However, they were so well pleased with the picture and the samples submitted that they were willing to increase the amount of their order $400.00, making it $3000.00. This is one of the very best orders in the Dominion of Canada, and for that matter there are mighty few orders in the United States that are as satisfactory. The only possible criticism of the order is that it takes that splendid subject out of the line entirely for the Dominion of Canada.

Now that our Canadian friends have gotten right we hope to hear good reports from them every week. In fact, we understand that several other good orders are likely to be corralled by them in the near future.

New Subjects for Immediate Delivery

In spite of the fact that we specifically state that new subjects may not be sold for immediate delivery or for distribution before September 1st, we have received several orders from salesmen calling for immediate delivery and without any explanation whatever. Even if we did not object to having the new subjects distributed at this time, which would be a very bad thing for the other advertisers to buy the subjects, thinking they were buying a new one, we don't have the stock and could not fill the orders. If your customer wants something for immediate delivery, sell him a last year's subject and we will make it up the same as it was made up last year. We can do this very easily. Please bear in mind that we cannot accept orders of the kind referred to.

Some Good Orders

In the last issue of the Review we published quite an extensive list of some of the good orders booked during week Dec. 28th to Jan. 3rd. We however, did not give you a list of all of them by any means and we are going to mention some more of the good orders booked during this period, as we believe that it is a good plan for you to know the subjects that are selling and particularly of those that are proving very popular.

Mr. Albert sold a lumber company 500 "Edge of the Wood" in series M-3 at $130.12. Mr. Coleman took an order from a dealer in automobiles for 500 of "The Sisters" in series 4 roll at $156.00. Mr. Fairbairn sold a dealer in oils and greases "An English Fishing Village" in series No. 2, the order, amounting to $93.75. Mr. A. E. Gerlach sold an insurance company, "In the Heart of the Rockies" amounting to $117.00. The following are a few more of Mr. T. R. Gerlach's good orders of the first week: He sold a bank "Edge of the Wood" in series D-3 De Luxe, this order amounts to $183.38; a coal dealer gave him an order for "Doris" in De Luxe style amounting to $150.00; another bank selected "A June Rose" in series M-4 and M-19; this order amounting to $140.70, still another bank placed an order for a special reproduction of bank building in size 15x20 mount, and some plain business calendars, the order amounting to $236.40. A furniture house placed an order with Mr. Given, their selection was "Alice" in series M-6, this figured $99.00. A hardware and mill supply company placed an order amounting to $94.75 with Mr. Lott, it calls for "Lincoln in '61" in series M-13 and post cards. A

bank placed an order with Mr. W. A. McDonald amounting to $99.50, this order was a mixed order. Mr. Peyton secured an order from an ice company which calls "For Milady" in series D-29 and "Doris" in series D-31 which amounts to $115.00. Mr. H. E. Smith secured an order from a brewery amounting to $308.85, the subject sold was "The Edge of the Wood" in series M-3 with reinforced mailers. Another nice order Mr. Smith secured was from a laundry it amounts to $260.00, the subject sold them was "A Little Mimic" in D-27. Mr. Shimmin secured an order from a livery calling for "Raising the First American Flag" in series M-1, it amounts to $109.00. Mr. Ungerer secured an order from a wholesale fish dealer amounting to $111.50, the subjects sold were "A June Rose" and "The Sisters" both in series M-4. A dealer in general hardware gave Mr. Woodman an order amounting to $105.00, their selection was "A Merry Christmas" in De Luxe style D-16. Mr. K. H. Gerlach sold a bank "Violet" in series M-16, the order amounting to $155.00. Another bank gave him an order amounting to $116.00, their selection was "In the Heart of the Rockies" in series 20 roll.

The Week in Detail

We have already said so much about the first week's business that there remains but little to add.

As you know, Mr. T. R. Gerlach leads the bunch, with 26 orders, amounting to $3233.61. Oddly enough, after he got away one of his customers sent in an additional order amounting to over $100.00. They got up a special calendar and didn't receive the goods until the day after Mr. Gerlach arrived. They made such a tremendous hit that they ordered an additional 750.

Mr. K. H. Gerlach secured 12 orders, amounting to $2169.00, which makes him rank No. 2. Mention has already been made of his orders.

Mr. Finley, with three orders, is No. 3, with over $1400.00. He got his business by doing considerable tall jumping. Although his territory is a compact one, he made a jump of 150 miles. On the morning of December 28th, at 8:30 o'clock, he was at the office of one of his good old customers who had bought of him when he was selling for the Osborne Co. Early as he was, the Osborne man had been there ahead of him, but didn't get an audience. He was told to come next day. The buyer had been drilled by the advertising of the Osborne Co. and by their extravagant claims to think that there was nothing to it but the Osborne line, so would not place his order until he had an opportunity to see it. Furthermore, they didn't intend to buy until March, anyhow. Then he made his jump of 150 miles, and we are going to let him tell about it in his own way. We have not the space for his letter this week. It is enough to say that it was another case of assuming that the Osborne Co. were the only ones who could furnish calendars really worth while. It took him a good share of the day, but he got an order for $454.00 and to quote from his letter: "The President and Cashier both said it was the finest line they ever saw." He then made another jump to see a Brewery. He found the proprietor sick and the force exceedingly busy, but he got their order for $394.00. Mr. Finley called on several other buyers during the week, but was unable to actually close the business, and on Saturday he returned to his first prospect, according to previous engagement, and found both the Osborne and Murphy salesmen on hand. He won out again easily, with an order for $581.00, the buyer remarking that the Osborne line was the poorest of the three.

We cannot resist quoting from Mr. Finley's letter this paragraph:

> "I wish to add that it seems the hardest thing for old Osborne customers to realize that it is possible for a new Company to break in with goods near their standing, and were it in our power to get them to wait to see our line before they buy, there would be but one finish to the famous Osborne Co."

Mr. Coleman, with 14 orders, has $1061.00 to his credit. He did no startling stunts, but had a good, steady business for five days of the week. We were in error last week when we said he got his business in Canada. He did a little work in the United States just across the border the first week before tackling the Canadians.

Mr. Cies is No. 5, with 14 orders, amounting to over $800.00. His business is all of the ordinary kind, in fact, he began with only $18.00 on Monday and wound up with $81.00 on Saturday, but his business ranged from $147.00 to $247.00 per day during the balance of the week.

Mr. Ungerer duplicated Mr. Cies' performance almost, his total being $14.00 less and the number of orders being exactly the same. His best day was Monday, when he reported four orders amounting to over $400.00.

Mr. Albert is No. 7, with five orders, amounting to over $700.00. He didn't get to work on Monday, but on Tuesday he gathered in two orders amounting to $250.00; on Tuesday an order amounting to $182.00; and on Friday two orders amounting to $274.00. We regret to say that Mr. Albert lost his voice the first of last week, and as a consequence his second week will not show up so well in comparison.

We have to go to the other end of the alphabet for the next man, Mr. Woodman, who reported 11 orders, amounting to just under $700.00. He did no remarkable stunt, as it took three orders to make $250.00 his first day; four orders to make $180.00 on Saturday, and probably his best order of the week was secured on Thursday, amounting to $105.00. Last year Mr. Woodman had $151.80 to report for his first week and he got all of it before the first of January, in fact, he got all of it during holiday week. This gives a fair idea of how the men are improving their business. We might go a little farther and call attention to the fact that Mr. Gerlach last year got $1721.35 and worked one or two days longer to get it. Mr. K. H. Gerlach secured $1500.00 during the same time; Mr. Cies had $161.00 to his credit during that time, and Mr. Coleman had $166.00.

Mr. A. E. Gerlach is No. 9, with seven orders, amounting to nearly $700.00. Last year he had eight orders, amounting to less than $200.00.

Mr. Lindsley is No. 10, with 15 orders, amounting to over $650.00. Last year he had four orders amounting to $135.00.

Mr. H. E. Smith is No. 11, with three orders, amounting to $647.00. Of his two best orders one amounts to $260.00, the other $308.00. A good share of his week was spent on big deals, which will probably bring him some returns later.

Mr. Fairbairn is No. 12, with 16 orders, amounting to over $600.00, which is more than three times as much as he had the same week last year, when he got four orders, amounting to $202.00.

Among the old salesmen Mr. Beelman ranks No. 13, with ten orders amounting to $525.00. As he spent the week in his home town, he didn't make the increase that some of the others show, for he had about a $500.00 week last year.

These figures tell the story. It is the work of the individual salesman doubling, trebling, and quadrupling his last year's business.

Among the new men Mr. Considine ranks first, with five orders, amounting to close to $600.00. He started off with one order amounting to $387.00, and got four other medium size orders.

Mr. F. A. Smith is No. 2, with five orders, amounting to nearly $500.00, his best order amounting to $272.00 and was secured on the first of January.

Mr. McLaughlin is third, and it must be remembered that Mr. McLaughlin is really a new calendar man, because he never sold calendars before. He secured four orders.

Mr. Parks has sold calendars before, but he is in a new territory for the house and for him, therefore, it took nine orders to aggregate $352.00, which was his total.

Mr. H. B. McDonald is another old salesman, but new with the house. He didn't get a splendid victory for the G.-B. Co. and our started promptly, but from Tuesday on he managed to secure nine orders, amounting to close to $350.00.

Others among the old men who did a fair to good business were Mr. Scott, Mr. Rowe, Mr. Meyer, Mr. Moore, Mr. Carter, and Mr. Lott.

Among the new men who did creditable work were Mr. Barber, Mr. Hayes, Mr. Huffert, and Mr. Saxton. The last named got tied up at his home on an island in Lake Superior and was unable to get to work the first of the week. A nice order amounting to over $200.00 helped to swell his total. He got several others, making him a very good week.

There are still others who made a good start, but failed to put in full time.

Subject to countermand Orders

We had a good bit to say about "Subject to Countermand" orders at the Convention and we have considerable to say in our handbook. In spite of this fact a number of the new men are sending in "Subject to Countermand" orders, and there is an occasional one from an old man. Ordinarily, a "Subject to Countermand" order isn't worth the paper it is written on. If the order is an important one and it is possible for you to get back to see the party again, if he insists on not giving a definite order until he sees the other fellow's line, arrange to get back to see him when he is ready to give his decision. Remember that when you take a "Subject to Countermand" order

you are tieing up a subject, probably one of the best in the line, without any adequate assurance that you are going to get any business out of it. It is a one-sided proposition and ordinarily it is better to let it alone.

If you do take a "Subject to Countermand" order, do not count it in your sales. Enter it on your report blank and send the order in, but do not include it in your total for the day, otherwise you are likely to get the impression that you have sold more goods than you have, and then, too, it is such an awful disappointment here at the office to open an envelope and find a splendid report and then later on learn that it is mostly hot air.

Corrections in Price Book

Page 225, first paragraph, under heading, Mailing Cards, Post Cards and Blotters, the book reads: "Prices include changes of monthly pad for each design if desired." This applies only to mailing cards in the event of the order being for less than 3600. On an order for 3600 or more, monthly changes can be made on blotters or post cards without additional charge. If however the order is for less than 3600 a charge of 25c will be made for each change.

Page 214, no title leaves will be supplied with series M-32 or series M-33.

Ordes calling for Split Pads

See page 230, heading, extra month pad. Some salesmen have evidently not read the handbook carefully, as some orders are coming for split pads without their having made an extra charge. By split pad we mean a pad that is to run a part of 1909 and into 1910. This necessitates one of two things, either making a special run of the pads which we cannot do unless the order is large, and the other alternative is to take a full 1909 pad and a full 1910 pad and split them up and throw the rest away, therefore when you take an order of this sort you must charge for the additional pads used.

Important

We notice that many salesmen in writing up orders for mounts omit the letter M in column Design Number. For example some salesmen have been writing their orders No. 301 and then in the next coulumn simply put the letter M. If a mount is sold, the order should be written, size 16x22 M-301 mount, "The Evening Song." This also applies to the De Luxe series; some salesmen have been making out the orders for De Luxe calendars something like this; size 16x20 M-607, and in the next column the word De Luxe. The order should read D-607 De Luxe and then follows title, etc. These little things may appear trivial on the face but if only a few orders during the season are misinterpretated it means the loss of a considerable amount. You cannot be too careful in writing up your orders, and it is a very good plan to look over your orders at night before mailing them and see if any mistakes have occurred.

A Calendar Announcement

A St Paul concern who placed an order with us for "Lucile" recently mailed us a copy of a circular letter they are using in conjunction with the distribution of their calendars. It is rather unique and we therefore publish it.

We are sending you by mail "Lucile."

Owen Merdith says of this young lady:—

"Sir, an uncommon beauty: . . . I rather should say,

An uncommon character. Truly, each day
One meets women whose beauty is equal to hers,

But none with the charm of Lucile de Nevers."

All of which we strongly endorse.

This particular "Lucile" is the creation of the Gerlach-Barklow Co., Joliet, Ill.

While we do not claim any extraordinary powers for "LUCILE" as a mathematician, she will at a glance give you the exact date of any day for the next twelve months, also other valuable information.

May we request you to give "LUCILE" a prominent position in your office where we trust her charming face will constantly remind you of—

——————— Company,
and
Their Products.

De Luxe Mounts With Prints Pasted Flat

Do you fully understand that the picture or print on De Luxe calendars will be tipped at the top only, exactly like in sample, and will not be pasted flat? As a matter of fact they cannot be pasted flat satisfactorily. As far as we are concerned it would be a cheaper proposition for us to paste them down flat, but on ac-

count of the weight of the stock it is not feasible to paste the pictures down, as without question the stock would curl badly under such treatment. Therefore in selling the De Luxe mounts have it understood that the pictures will be tipped exactly like samples, so that no misunderstanding will occur.

De Luxe Series and Title Leaves

Title leaves cannot be omitted on the De Luxe series, that is to say, if the title leaves are omitted no deduction can be made, the reason for this is very evident. The title leaves are printed on the under sheet of second sheet of the mount, therefore we shall have to make up a supply of the second sheets, as it would not be possible to print each order as it was received. Should an order come in with the title leaf omitted, it would mean that we would have to cut up special stock, which would offset the cost of title leaves. If the customer has any good reason for not wanting the title leaves these can be omitted, but no deduction can be made.

Sales at the Eleventh Hour

The man who works three-fourths of the day and then gives up in disgust because he has not produced any business will never make a success. Mr. Gus Gerlach likes to show a a clean week. Last Saturday, though, he was up against it. He worked hard until 5 P. M. when it is time to quit in a city like Chicago, but he didn't quit. He called on a possible prospect with the result that after a short talk he got an order for 1,000 hangers amounting to $117.00. Gus says that everybody is stuck on the new line, and calls it a sure winner.

Mr. McLaughlin, a new man, tells how he worked nearly all day without results and was about to give up in disgust when he recalled a statement made by someone at the convention that "there's always an order waiting for you just around the corner if you can only find it." So he kept on and saved the day with a nice order.

A Serious Kick

We will have to admit that in the final rush, when we were working nights, days and Sundays, there were a few orders that didn't get out on time. The fact is, we tried our best to give precedence to orders going to the far East or the far West. As a consequence, an order that called for shipment November 1st, destined for a bank in Minnesota, was held over until December. It seems that this bank wanted to distribute the calendars early in December and they wrote us a tremendous kick about it, threatening to refuse the calendars and all that sort of thing. We tried to smooth down their ruffled temper, but don't think we would have succeeded had it not been for the calendars themselves, the subject selected being "Perils of the Chase" in the large hanger. After receiving the calendars, the Cashier of the bank wrote to Mr. Beelman in reply to our letter attempting to smooth matters over, as follows:

> "I was mad enough to return the calendars when they came and came within an ace of doing so, but I admired them. They are good ones, so decided to be good and accept them even though they arrived here five weeks later than they should have done."

You can see what trouble there would have been in store for us had they been ordinary calendars. Really, as we have stated before, we have never seen so many warm testimonials as have been written us in regard to 1909 G.-B. Calendars.

Title Leaves

Title Leaves CANNOT be supplied with the following. DEDUCT 50 CENTS PER HUNDRED FROM PRICES.

M 22013, Answering Midnight Alarm; page 211, handbook.

5403, Reverie; page 217, handbook.

Series M 42, except M 4201, Safely Guarded; page 218, handbook.

Series M 47, page 219, handbook.

Title Leaves CAN be supplied with the following by adding 50 cents per 100 to prices:

No. 4201, Safely Guarded; page 215, handbook.
No. 5201, A Clear Title; page 217, handbood.
No. 5303, Safely Guarded; page 217, handbook.
M 4101, A Clear Title, page 218, handbook.
M 5201, A Clear Title, page 220, handbook.
M 5303, Safely Guarded, page 220, handbook.

Some handbooks show that Title Leaves CANNOT be supplied with M 4601, Nature's Awakening. We have decided to prepare Title Leaves for this subject.

Error in Printing on Photograph of Sales Force

An apology is due Mr. Henry Frank for a mistake in printing. Mr. Frank is the last man to the right in the fourth row. His name is given as Henry, please make the correction.

News From the Field

Every Knock is a Boost

Early last year Mr. K. H. Gerlach sold a bank, who by the way, have been customers of his for a number of years. Their order last year was a nice order, the subjects selected being "Alice" and one of the Manning's "Winter" mount. While the order was sold early in the year it seems that this particular bank has not the facilities for storing goods, and they made the request that shipment be held until late in the year, which of course under the circumstances was satisfactory. Along in the Summer, according to a letter which we received from the cashier of this institution, the representative of one of the leading houses called upon this institution and told them a story with such evident seriousness and went into details to such an extent, regarding the inability of the G.-B. Co. to "deliver the goods," that we honestly believe that the man who told the story must have believed it himself, and was given the story from some one higher in authority. The up-shot of the matter was that the cashier was so alarmed by the story and we hardly blame him under the circumstances, that he promptly wrote us. He stated that the information came to him from such a good source, and with so much seriousness that he wanted us to relieve his mind on the subject, and concluded by requesting that we write him fully at an early date. It so happened that Mr. K. H. Gerlach was in the vicinity of that city and the letter was promptly forwarded to him, and he was able to see these people within a few days. He of course had no trouble in relieving their minds as to our ability of delivering the goods and left these people perfectly satisfied that we would give them a calendar as good or better as any they had ever had. In due course of time the goods were shipped, and no further evidence of the fact that they were satisfactory is needed, than the fact that Mr. Gerlach secured their order for 1910 calendars, and what is more secured a better order from them. The subject sold them for 1910 is "An English Fishing Village" in series M-7. In sending in the order Mr. K. H. Gerlach writes as follows:

> This is the concern whom we heard from last season, asking us to put them straight on several matters, which they heard concerning the G.-B. Company. The fact that I secured their order is evidence that our goods made good. In fact Mr.—— the Vice Pres. told me their calendars this year are the best their institution ever had, and thats "going some," as I consider him the most critical buyer I call upon.
>
> Yours,
>
> K. H. Gerlach.

34 Degrees Below Zero Does Not Stop Mr. Moore

Mr. Moore has evidently received so many warm compliments regarding the calendars he sold, that he manages to do business and keep warm, even when the mercury gets far below the zero mark. He secured a nice order from a milling company amounting to $126.30 the other day, and thereby hangs a tale. Last year he called on these people early, and while these people admired our line, they positively would not buy until they had looked over the competing lines. They did consent however, to give Mr. Moore a "subject-to-countermand order," the subject sold being "His Last Farewell." As is customary we wrote these people several times during the Summer, and it was not until Fall that we finally heard from them. They informed us that they had looked over the different lines, and concluded that they had seen nothing that would compare with our subject, and instructed us to complete and ship the calendars. Mr. Moore called upon these people on the 5th and this year they did not want to wait after they had looked at a few of our "gems," as they styled them. In sending their order, Mr. Moore writes as follows:

> Dear Sirs:
>
> Enclosed find report with one order for $126.30 which they seemed pleased to give me. You will remember that last year these same people gave me a conditional order, as they wanted to see some other lines, but this time they did not even consider anyone else, after they had seen a few of our "gems" as they styled them. You will also find enclosed letter which they received praising "His Last Farewell." This is only one of a great many which he has received which has boosted our line a hundred fold in his estimation.

It is awfully cold and lots of snow, which has crippled train service, and caused me to make a drive this morning of 18 miles with the thermometer 34 below.

MOORE.

You will note in Moore's letter that he refers to a letter that he was enclosing, which was handed him by the customer, which he states was only one of the many that they received complimenting them on the calendar they had sent out. The letter Mr. Moore enclosed is as follows:

——— Milling Co.,

Gentlemen:—To balance in full last car of which I have received duplicate billing check No. 1213, which leaves only the last order unpaid. This is very satisfactory to me, and I am sure will be to you, kindly acknowledge as usual.

Your 1909 calendar is a real gem, a work of art, it came this morning, and has its prominent place on our walls, long may ——— Milling Company grow and send friends such gems of art.

Wishing you a Happy New Year, and prosperity that the incoming administration is sure to give us,

Yours sincerely,

We might state that the above letter was from a Duluth broker.

Mr. Lindsley Sells a Blind Man

Some interesting stunts have been performed by G.-B. salesmen, but this certainly is a new one on the writer. The subjects sold were "For Milady" in De Luxe style series D-29 and "Lincoln in '61" in series 4 roll, the order amounting to $64.50. Mr. Lindsley's letter follows:

Perhaps you would be interested to know how I sold a blind man in M———. He is an undertaker and a good one. I was introduced to him by a friend, who had just given me an order, and I told him my story. He told me to come in after lunch and show the line to his assistant. This I did, and the assistant liked the goods, but said they were not ready to buy as they thought of making some changes in the business, leaving out the cut flowers. Then some friends came in, and away he went. I took "For Milady" in De Luxe and placed it in the blind man's hands telling him just how it was made, and he followed every description with his fingers, feeling of the silk tassel, the pad, and getting the idea of arrangement. Then I described the picture, telling the number of roses and buds and endeavored to give him a mind picture of the print, and when I was through he said, that the little calendar must be just about what he wanted, and would take same. So far so good.

Then I told him that we had a large calendar 17x34 bearing a picture of Lincoln raising the stars and stripes over old Independence Hall. I went over the plan of distributing the large calendars in offices and school rooms. I read him the full description from the book and it certainly soaked in. Then I placed the large hanger in his hands, and he got a mind picture of it and bought 100.

Now I was up against a proposition. How could I ask a blind man to sign a paper which he could not see? but as luck would have it his assistant arrived and was told to read and sign the order. And this is how I sold a blind man calendars which were not "punched in the back."

I am after them all you see. Its nearly midnight so good-night.

Yours truly,

F. H. LINDSLEY.

Another short letter received from Mr. Lindsley tells about having sold calendars in his sleep, states that he was just crazy for the morrow to come, so that he could get after them. If his case was carefully diagnosed it would be found that he has a bad case of "calendaritis," but we do not think he need feel alarmed, in fact it would be a mighty good thing if some others would contract the disease. Here follows the letter referred to:

Found samples of jumbo hangers, and "Girl from the Golden West" here last night with other mail, and Reviews, which I read nearly missing my supper. I sold calendars in my sleep all last night and am just crazy for the morrow to come. Expect to sell some large bills in my sleep again tonight, but I wont give exclusiveness on any of the subjects.

I thank Brother Beelman for this reference to the lumber dealer of Elkhart. I have sold them already over $100.00. Am feeling just fine.

Yours,

F. H. LINDSLEY.

Mr. Fadely With "Marion" Wins Out in a Three Cornered Fight

We will let Mr. Fadely tell about the fight in his own words:

Dear Sirs:

I am sending you an order for 8x14 "Marion." I am particularly proud of this order, not for its size so much as the way it was gotten, in a three cornered fight to the finish between Murphy, Osborne and the G.-B. line, in a straight show down. It not only shows the superiority of the line over the other lines, but today won the first blood here. Murphy's man was first in the town; Osborne's man and myself went in on the same car. He remarked to me as we rode along "We will do the town today," I said "yes, but I do not intend for you to do me." The B. B. man was ahead of all of us a few days, and met his waterloo, in a few minutes after myself and the Osborne man arrived. It was known that representatives of three big calendar houses were in town, the buyer being open for business all three centered on him. Murphy showed first, I showed second, then the buyer asked to wait until he had seen the Osborne line, gave way, and one hour later returned, and the first man I met on the floor was a clerk who said "You have gotten the other fellows beaten a block, the order is yours" and then Mr. —— called me to the office and said "You have made good I will give you the order. Your company certainly knows how to put out a line that is a winner."

I certainly felt good to know that my house in its infancy could shelve the old veterans with both age and experience.

C. W. Fadely.

Mr Parks Shows the Right Spirit

In concluding a letter the other day Mr. Parks says that he is in his territory after steady business, and will get it if a good line and hard work will do the trick. His work so far has been highly satisfactory in view of the fact that he is in a new territory, and to use his own expression is badly handicapped, as he does not know just where the high spots are. A glance at our sales record shows that Mr. Parks has landed business every day up to the time this article is dictated with the exception of one day. His letter follows:

Your letter of the 31st received, and am glad that I did a little business the 28th and have done a little each day since. I am badly handicapped, as I do not know just where the high spots are but I will find them and I think that I am taking the sane way in looking them up as my towns are small. I also want to thank Mr. Ungerer through the columns of the Review for list of names and will reciprocate, as I believe that it is up to the sales force to work as a unit, in order to take as many scalps as there are buyers.

I am down here after steady business, and will get it if a good line, and hard work will do the trick.

Yours very truly,

W. G. Parks.

How Mr. Scott is Using Copies of the Joliet Herald Sent to Him

A short time ago we sent every man on the force about 100 copies of the Joliet Herald. Mr. Scott has sent us a copy of the letter he is sending out to his trade. It follows herewith:

I am taking the liberty of enclosing herewith that part of the Joliet Sunday Herald of Dec. 20th, reciting the wonderful growth of the Gerlach-Barklow Company, which I have the honor of representing in the twin cities.

Aside from being a splendid testimonial of what energetic young American Business Men can do when they understand their business, it also demonstrates the growing popularity of the art calendar as an advertising medium.

It will give me great pleasure to show our line before you place your order for 1910 calendars.

I am endeavoring to see all my customers at as early a date as possible and will be pleased to call upon you immediately if you desire and will telephone me, T. S. 6932.

Wishing you a generous share of the New Year's prosperity, I am,

Yours very truly,

Jas. T. Scott.

Mr. McCully Wins Out in Competition

Our splendid subject "Raising the First American Flag" used in conjunction with a good distribution plan, that of distributing calendars through schools, as suggested on page No. 124 of hand book, landed this order, which amounts to $113.00. The plan contemplates the advertiser sending a large sized mount 16x21 into the school rooms of the county, and the small sized 7x10 mounts are given by the teachers to pupils, and thus go into the homes. By referring to the hand book you will find that pupils are supposed to write essays on the subject. We believe this distribution plan a very good one. This same buyer also uses a lot of our subject "In the Heart of the Rockies" for entirely different distribution. Mr. McCully's letter which accompanied the order follows:

> The enclosed order was taken in active competition with the Murphy Co. Mr. Buell, their representative in this territory showing his line at the same time. I won out easily, the large calendars go to the school rooms in the country and the teacher furnishes the youngsters with small ones. These people have bought of Murphy for several years, Mr. Buell living but a short distance from here. As far as I can learn Murphy got one order from a wholesale liquor man here. I will get at least $200.00 more here. Had to stay over here in order to show my line against Murphy's.
>
> Yours very truly,
>
> E. W. McCully.

A Few Arguments Mr. Cies Uses in Closing Early Orders

Mr. Cies is going along at a merry clip and he says he has not found much time to write. In sending in a report for the 6th, amounting to $187.30, the following letter was attached:

> I have been too busy to write you sooner and tonight I have nothing special to offer. We have such an excellent line and I have had so many experiences with it that I don't know which ones to tell, and I can't tell all.
>
> True I have been sending in some small orders every day, but they have not come easy, several of them it has taken from three to six hours to close, but I never let go of a man as long as he keeps his interest, and I don't stay long with a fellow that won't enthuse over it with me.
>
> I was from 8:30 till 12:00 closing my mill order today, they had decided not to buy calendars, had distributed but few of the ones they bought. I outlined a plan of distributing them that won and finally got me their order for the beautiful "Autumn" De Luxe for 1910.
>
> Talking to a man yesterday he said, "It seems to me your calendars are awfully high," I said "they are, they are higher than a cat's back, but they are worth every cent we are asking for them, and you will admit it if you compare them with the junk you bought last year." He bought.
>
> Another man said "Something cheap will do just as well." I said "alright, suppose you were going to visit all your customers personally, would you fix up and look your best, or would you just slouch out any old way?" He said "I would fix up of course," then I said, "Inasmuch as you cannot call upon all of your customers personally, don't you think your greeting ought to be worthy of the man it represents, and as it is a souvenir, do you want it to have the appearance of something real cheap, or the best of its kind that money can buy?" He bought.
>
> A banker said to me, "I'll take the numbers of two or three" and before he said any more, I said "That won't buy you anything," he said "Why not?" "Because" I replied "they will still be in the line, and I will sell everyone of my best subjects before I get back to you, and you'll have to take fourth or fifth choice," he said, "O well I'll buy of someone else there are plenty of others," "O yes" I answered, "but suppose you treat them all like you are treating me, don't you see you will possibly be up against the same proposition." He said "O well I wouldn't treat them all that way," and then I asked him what I had done to him that he should make an example of me. He bought.
>
> A miller said to me, "You will be coming this way again, why should I buy so early." I said "I might die and wouldn't get back" "And I might die too" he answered, "and if you die" I told him "they would probably stop the mill long enough to bury you, and then they would go right

on making flour." I got his order.

Of course there are a great many orders I am not getting but I am not telling about them.

I can't begin to tell you the compliments I have heard for our line. I will write more later. Yours truly,

H. W. Cies.

G.-B. Calendars Win Out in Calendar Exhibit

Mr. Scott recently loaned a few samples to the secretary of the St. Paul Y. M. C. A., to be used in a calendar exhibit. He did not give them any of our 1910 line, but at that our splendid 1909 subject "Sunset in Mid-Ocean" by Moran came in first in the artistic group, and "The Call" by Fery came second. Mr. Scott states that the few samples he loaned were good enough to receive first and second in the artistic group, this was certainly quite a compliment. Mr. Scott writes as follows:

Maybe what the boy's secretary of the St. Paul Y. M. C. A. says might interest our boys in the Review. I was too busy to go up there during the exhibit, understand that B. & B.'s representative who lives at the Y. M. C. A. loaned the whole line. I did not let them have any of our 1910 subjects, or our 1909 subjects would not have won.

Yours truly,

James T. Scott.

In returning the samples to Mr. Scott, Mr. Earnest Fagenstrom, the secretary of the St. Paul Y. M. C. A. writes as follows:

Dear Mr. Scott:

I return the calendars, except those that you gave to us. You will be interested to know that subject "Sunset in Mid-Ocean" came in first in the artistic group and "The Call" second. I thank you for your co-operation, we had a good time out of it. Yours truly,

E. Fagenstrom.

Mr. Fairbairn Says the New Line Sells on Sight

Mr Fairbairn has been doing a mighty fine business so far this year, in fact his business is running several times over his early business last year. Of course last year was Mr. Fairbairn's first year in the calendar game, but at that he did a nice business and we expect big things of him this year. By the same mail which we received Mr. Fairbairn's letter which follows, we also received a letter from one of his customers, in the real estate and insurance business. We quote Mr. Fairbairn's letter also his customer's letter.

Have had nothing but compliments from all who have seen the new line since I started out last week. They generally say, "You have too many good things, it is so hard to make a choice, when they are all so good."

Just to prove that they sell "on sight" you remember that last Fall I got an order for 250 of our largest hangers from an oil firm in Boston, to be mailed from the factory, and although they had not seen one of them finished up, when I called they could not resist placing a duplicate when they saw that masterpiece of Moran's, "An English Fishing Village."

R. A. Fairbairn.

The following letter was received in the same mail as Mr. Fairbairn's and is from a customer of his:

Gentlemen:

Replying to your circular letter of the 26th inst. will say that I placed my order 1910, subject to cancellation prior to June 1st, 1909, with your Mr. Fairbairn on Dec. 28th last. I had such confidence in your work that I did so without inspection of order No. 7974 which I have just been advised has arrived at the Boston & Albany yards. Have examined all other lines on the market previous to placing order No. 7974 and have since seen the line of the Frederickson Co., of Chicago for 1910 So far nothing has offered that can compare with the Gerlach-Barklow, either as to finish, mounting or range and character of subjects. It is a pleasure to do business with a thorough gentleman like your Mr. Fairbairn.

I note a difference of 40c between the amount of the order and the invoice, and would like to be informed as to which is correct.

My order is necessarily small to be consistent with business, but I hope in time that both my business and my orders will increase. The size of the order and the results I hope to obtain from it render me more discriminating that I otherwise might be and I feel that I can recommend your line to the small as well as the large advertiser who desires to purchase the

best quality his money will buy.

Wishing you every success, I am,

Yours very truly,

GIRARD P. LAWTON.

Mr. Reilly Tells of a Calendar Display in Albany

Mr. Reilly's letter follows:

An incident in the calendar business has taken place in this city, during the past week. The Grand Union Tea Co. has filled their show window with all the calendars of the different business interests in town, and the Albany Hardware & Iron Company have the same display also. Needless to say that I spent an hour with my note book and pencil, as a boost for the calendar game it is great. I was glad to see many G.-B. subjects add distinction to the collection.

J. G. REILLY.

In another letter, addressed to the Editor, Mr. Reilly speaks of the Review as an inspiration to him, and we hope he will make it possible for us to tell about some of his stunts before long. His letter follows:

Have today received the 3rd copy of the Review and the special. I like to read about the performances of the stars, and although I cannot hope this year to be a star they inspire me to keep in the procession.

J. G. REILLY.

Mr. Whittier Congratulates Mr. K. H. Gerlach on His First Day's Business

In writing us Jan. 3rd Mr. Whittier writes as follows:

I am glad to note by the weekly Review that some of the boys are getting early plums. Congratulate Mr. K. H. Gerlach on his first day's business. Pleasant recollection of Joliet will linger making it a pleasure to do the best for all concerned.

Yours very truly,

J. G. WHITTIER.

A Compliment to the G.-B. Line

Mr. A. E. Gerlach last year sold a small bill of calendars to a prominent banker and broker in Chicago, who is considered an art connoisseur and who owns a large private collection, many of which are in the Art Institute. This year he called upon this gentleman early and succeeded in selling him a bill amounting close onto $150.00. He buys these calendars more as a souvenir than as an advertisement, and gives them away to his personal friends and his customers. It is therefore not surprising that he selected several different subjects. Mr. Gerlach writes as follows:

Mr.—— is a prominent banker and broker of Chicago and an art connoisseur of renown, having a collection of originals in the art institute here and a private collection at his home. He had never purchased calendars until May, and he already turned down several men, but I simply asked him to look at the G.-B. line, I wanted his artistic opinion. I got same, also an order for 700 mounts. On his desk was a circular "wait for the Osborne Man," and he had just opened B. & B.'s house calendar, but he could not wait. He said our line was beyond compare, and predicts success to all G.-B. salesmen.

A. E. GERLACH.

In another letter from Mr. A. E. Gerlach he writes as follows:

My sales for week 12-28-08 to 1-2-09 amount to $674.22. Experts on art and high grade calendars here say our line gives the impression that we have been in business 20 years instead of one. Everybody speaks of the vast improvement of the 1910 line over the 1909 line.

Yours truly,

A. E. GERLACH.

We have some splendid letters from Mr. Cies, Mr. Finley, Mr. White, and several others, which we will not be able to use this week, but we will have them ready for you next week. They are the kind of letters that enthuse. They tell of victories won strictly on the merits of the goods. Of course, to this should be added a fair share of credit for good salesmanship for, after all, the best kind of calendars do not sell themselves except in rare instances.

Gus Gerlach's Advice Helps Mr. McLaughlin

Gus Gerlach in his paper which he read at the convention, made the remark that he had never stopped work until late in the day, particularly so when business had not been coming his way, and that he always made himself believe that there was "an order waiting for him just around the corner." This remark evidently left an impression upon Mr. McLaughlin, as the following letter accompanied an order amounting to $148.50 which he secured from a furniture manufacturer:

Just a short story by a tenderfoot, at the business, of an instance where the convention of 1908 helped him to secure an order.

Tuesday, Dec. 29th, 1908 I started out at 8 o'clock A. M., and worked as fast and as hard as I could to secure an order, but could not even get a taste of one. In one place they were taking stock, in another they were closing up the business for the year, etc. At four o'clock in the afternoon I was all in, and very much discouraged with my day's work, and was just on the point of starting for home without an order, when a little story told by one of the boys at the convention came to my mind. He told of one of his early experiences selling G.-B. calendars and ended up by saying, "Boys no matter how discouraged you may be, no matter how many times you have been turned down, never give up and always remember that there may be an order waiting for you just around the corner." Instead of going home that night I went around the corner, and got an order for $148.50.

Enclosed find a verse which I picked up Saturday and am sending in the hope that you can use it. Started in good but have been hoodooed the last two days. If any of the girls have a rabbits foot tell them to send it.

Yours truly,

EDWARD MCLAUGHLIN.

The verse Mr. McLaughlin refers to in his letter follows:

When the whole world seems gone to the bad
And business is on the bum,
A two-cent grin and a lifted chin,
Helps some, my boy, helps some.

We believe that this verse has been published once before in the Review, having been sent in by two of the boys on the same day, but it is worth re-printing.

Standing of G.-B. Salesmen for the Week Ending, January 2, 1909

	Sales Old Men	Sales New Men	Days Business
Albert	7		4
Atherholt		17	6
Barber		8	1
Barclay (not wkg)		34	7
Beecham		28	6
Beelman	13		2
Betton		24	6
Blodgett		18	3
Bruce (not wkg)	27		7
Byron (not wkg)		34	7
Carroll		21	6
Carter	18		2
Cies	5		1
Coleman	4		2
Considine		1	3
Coulter		20	4
Ellis		26	6
Fadely	24		2
Fairbairn	12		1
Finley	3		4
Frank		16	6
Gerlach, A. E	9		2
Gerlach, K. H	2		1
Gerlach, T. R	1		2
Givan	23		6
Greenhalgh	27		7
Grossman		23	5
Hayes		9	4
Henaghan		34	7
Howe		13	4
Huffert		10	2
Jackson		34	7
King		33	6
Lambert		30	6
Lindon		32	6
Lott	17		2
Lindsley	10		2
McBride		12	4
McCully	21		4
McDonald, H. B		5	2
McDonald, W. A		19	5
McFadden		25	4
McLaughlin		3	4
Marks		31	6
Meyer	19		4
Moore	20		4
Morton	26		5
Myers	25		5
Osmun	27		6
Paige		27	5
Parks		4	1
Peirce L. I., (not wkg.)		34	7
Peyton		6	3
Pierce, W. B		34	7
Reilly		14	6
Roberts (not wkg.)		34	7
Rosenfield	22		4
Rowe	16		3
Saxton		7	4
Scatchard (not wkg.)	27		7
Scott	15		2
Shepard		15	5
Shimmin	14		5
Smith, F. A		2	2
Smith, H. E	11		4
Thompson (sick)	27		7
Ungerer	6		1
Urmson		29	6
Whittier		11	6
Wilkinson		22	6
Williamson (not wkg.)		34	7
Woodman	8		1